



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

And:

**Media Strategies & Research**  
**1580 Lincoln St**  
**Suite 510**  
**Denver, CO 80203**

<u>Contract / Revision</u> 574793 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 09/17/12 - 09/23/12		<u>Estimate #</u> 11953
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 09/13/12 / 09/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	09/17/12	09/23/12	M-F 530a-6a	530a-6a		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$250.00			
N 2	13	09/17/12	09/23/12	M-F 6a-7a	6a-7a		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$375.00			
N 3	13	09/17/12	09/23/12	M-F 7a-8a	7a-8a		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$375.00			
N 4	13	09/17/12	09/23/12	M-F 8a-9a	8a-9a		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$375.00			
N 5	13	09/17/12	09/23/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$325.00			
N 6	13	09/17/12	09/23/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$325.00			
N 7	13	09/17/12	09/23/12	M-F 3p-4p	3p-4p		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1111---				4	\$200.00			
N 8	13	09/17/12	09/23/12	M-F 530p-6p	530p-6p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$500.00			
N 9	13	09/17/12	09/23/12	M-F 9p-1005p	9p-1005p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-1-1--				3	\$1,500.00			
N 10	13	09/17/12	09/23/12	Sa 9p-1005p	9p-1005p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				2	\$800.00			
N 11	13	09/17/12	09/23/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$1,500.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



# Station Buy Detail Salt Lake City, TV

Est ID: 11953

**Client:** Matheson for Congress 2012

**Flight Dates:** Monday, September 17, 2012 to Sunday, September 23, 2012

## KSTU-TV

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
KSTU 5:30a News	EM	M-F	\$250.00	1	1	1	1	1			5
5:30 AM - 6:00 AM		30	\$1,250.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 6a News	EM	M-F	\$375.00	1	1	1	1	1			5
6:00 AM - 7:00 AM		30	\$1,875.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
Sunday 7a News	EM	Su	\$325.00							1	1
7:00 AM - 9:00 AM		30	\$325.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
KSTU 7a News	EM	M-F	\$375.00	1	1	1	1	1			5
7:00 AM - 8:00 AM		30	\$1,875.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
Saturday 7a News	EM	Sa	\$325.00						1		1
7:00 AM - 9:00 AM		30	\$325.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
KSTU 8a News	EM	M-F	\$375.00	1	1	1	1	1			5
8:00 AM - 9:00 AM		30	\$1,875.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
Judge Judy	EF	M-F	\$200.00	1	1	1	1				4
3:00 PM - 4:00 PM		30	\$800.00								
KSTU 5:30p News	EN	M-F	\$500.00					1			1
5:30 PM - 6:00 PM		30	\$500.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 9p News	LN	M-F	\$1,500.00	1		1		1			3
9:00 PM - 10:00 PM		30	\$4,500.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Saturday 9p News	LN	Sa	\$800.00						1		1
9:00 PM - 10:00 PM		30	\$800.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Sunday 9p News	LN	Su	\$1,500.00							1	1
9:00 PM - 10:00 PM		30	\$1,500.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
<b>Station Totals</b>			<b>\$15,625.00</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>32</b>
<b>Station Net</b>			<b>\$13,281.25</b>								